

**Fig. 1**



# Audience Search

Search Parameters

Keywords: wireless

Results Limit: 1000 users 1000 documents 201

Show Segment Counts: 202

Show Search Results: 203 204 205 206

Search

You may find some of these keywords helpful...

wireless, verizon, technology, wi, fi, telecom, service, phone, announcements, cellphone, att&t, solution, motorola, network, america, communications, effects 207

## Search Stats

Property	Count	Percent
Total unique users:	298923	208
Total unique pages:	117592	209
Matching Pages:	3902	3.3 % 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229

Rank	Audience Segment	Relevance	Score	Size	Percent	CPM	Inclusion Segment
1	Group 1	198	79.1	1	0.0 %	\$0.00	219
2	Group 2	142	77.3	1	0.0 %	\$0.00	220
3	Group 3	119	77.1	1	0.0 %	\$0.00	221
4	Group 4	104	74.3	1	0.0 %	\$0.00	222
5	Group 5	103	72.1	1	0.0 %	\$0.00	223
6	Group 6	96	69.3	1	0.0 %	\$0.00	224
7	Group 7	75	64.5	1	0.0 %	\$0.00	225
8	Group 8	70	63.2	1	0.0 %	\$0.00	226
9	Group 9	68	63.1	1	0.0 %	\$0.00	227
10	Group 10	59	61.7	1	0.0 %	\$0.00	228

✓ 240

Save segment  
definition

5-244

11-2-1

# Audience Search

Visitor Interests:

wireless cellphone handheld wi-fi Nokia

Suggested Interests:

mobile camera phone

Search

Save Search...

Search Results for Dow Jones (10/19/2003 - 10/25/2003):

Include Rank Category		Relevance Score	Reach	Total Page Views	Frequency
<input checked="" type="checkbox"/>	(users directly satisfying query)	98.1	230		
<input checked="" type="checkbox"/>	1 WSJOnline -> Technology -> Gadgets	73.5	18,148	607,123	33.5
<input checked="" type="checkbox"/>	2 Virtual Category (wireless cellphone handheld wi-fi Nokia)	77.3	17,683	586,459	33.2
<input checked="" type="checkbox"/>	3 WSJOnline -> Technology -> Telecommunications	46.8	10,112	312,456	30.9
<input checked="" type="checkbox"/>	4 WSJOnline -> ARTICLES CATEGORY -> Articles & Columns -> Personal Technology	55.4	14,134	423,859	30.0
<input checked="" type="checkbox"/>	5 WSJOnline -> Technology -> E-Commerce	38.9	7,951	481,876	60.6
<input checked="" type="checkbox"/>	6 WSJOnline -> ARTICLES CATEGORY -> Articles & Columns -> The Mossberg Solution	58.3	3,272	157,251	48.1

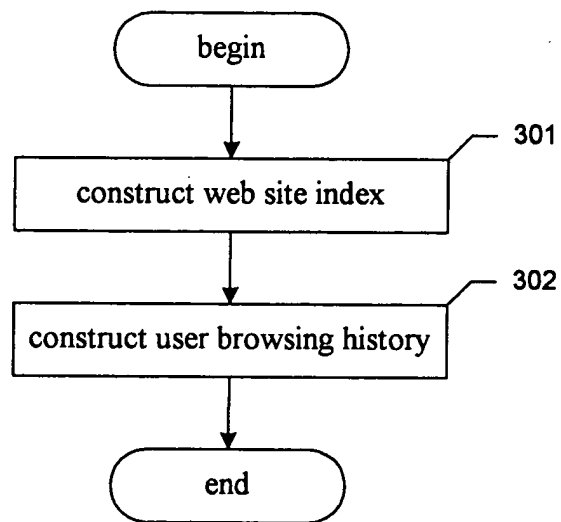
Segment:

73.4 50,552 2,588,752 51.3

Export Users

Create Segment

FIG 2C



***Fig. 3***

keyword	web page	
wired	<a href="http://www.wsj.com/ar02345.asp">http://www.wsj.com/ar02345.asp</a>	✓ 411
wired	<a href="http://www.wsj.com/ar13252.asp">http://www.wsj.com/ar13252.asp</a>	✓ 412
wireless	<a href="http://www.wsj.com/ar02215.asp">http://www.wsj.com/ar02215.asp</a>	✓ 413
wireless	<a href="http://www.wsj.com/ar02345.asp">http://www.wsj.com/ar02345.asp</a>	✓ 414
wireless	<a href="http://www.wsj.com/ar02345.asp">http://www.wsj.com/ar02345.asp</a>	✓ 415
wireless	<a href="http://www.wsj.com/ar02345.asp">http://www.wsj.com/ar02345.asp</a>	✓ 416
wireless	<a href="http://www.wsj.com/ar02345.asp">http://www.wsj.com/ar02345.asp</a>	✓ 417

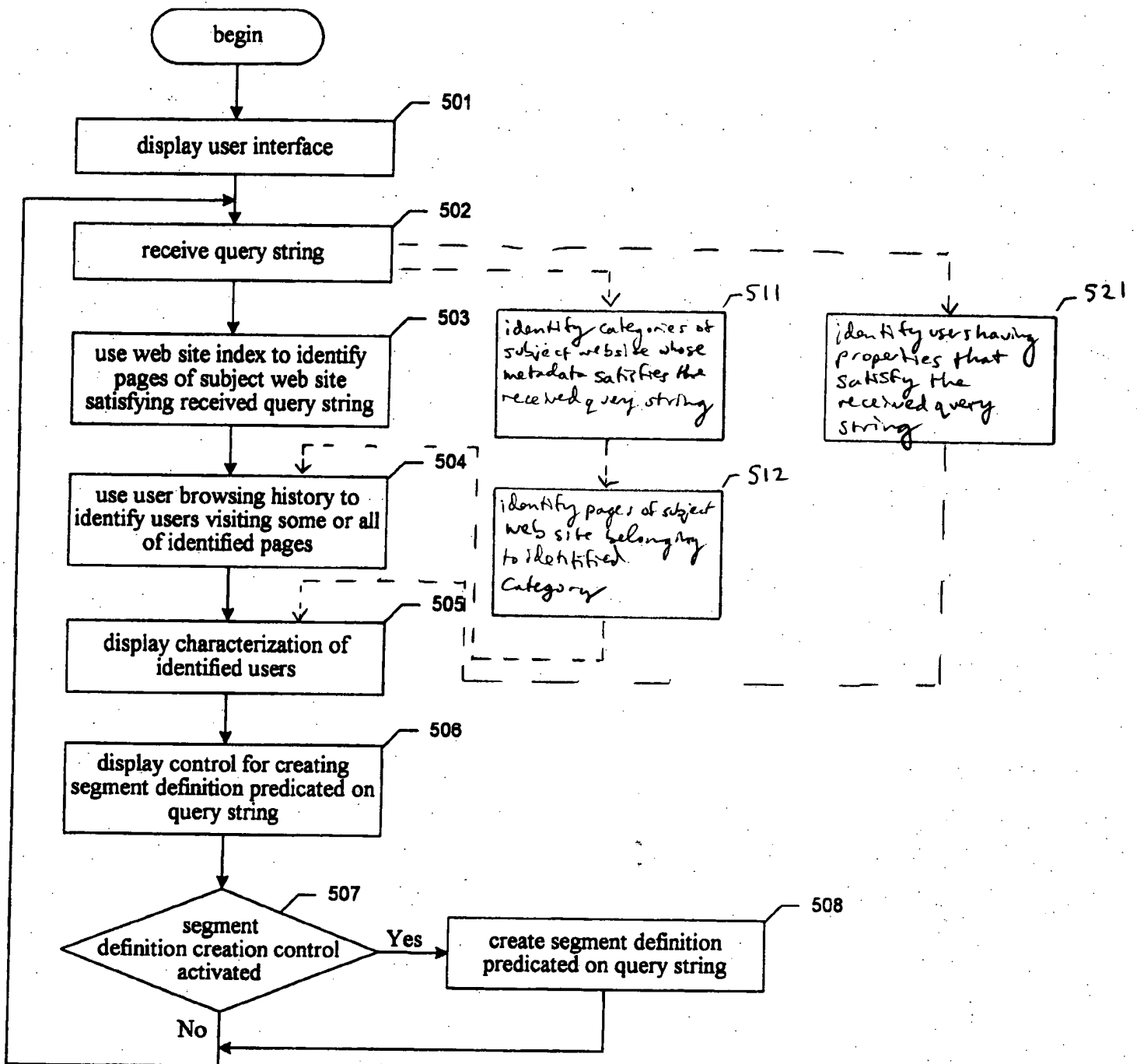
Fig 4A

user browsing history 450

web page	user
http://www.wsj.com/ar02344.asp	313405303 461
http://www.wsj.com/ar02345.asp	159654478 462
http://www.wsj.com/ar02345.asp	313405303 463
http://www.wsj.com/ar02345.asp	364561654 464
http://www.wsj.com/ar02345.asp	415954981 465
http://www.wsj.com/ar02345.asp	417646666 466
http://www.wsj.com/ar02345.asp	446546566 467
http://www.wsj.com/ar02345.asp	495456466 468
http://www.wsj.com/ar02345.asp	873251321 469
http://www.wsj.com/ar02348.asp	839879863 470

451                      452

Fig 4B



**Fig. 5**